



AÉROPORTS DE PARIS
Le monde entier est notre invité

2 July 2014

Press Release

Modernisation of Paris-Orly

A giant "Bienvenue" and 7,000 faces to decorate the façade of the South terminal

Starting on 27 June, Aéroports de Paris will be decorating the whole façade of Orly Airport's South terminal. Over a huge surface area of more than 3,200 sqm, the decoration in question will be made up of a mosaic of selfies taken by the airport's passengers, partners and nearby residents, together with a giant "Bienvenue" (*Welcome*).

"For the last 18 months, Aéroports de Paris has been involved in a major project to modernise the airport. This group fresco brings together all the men and women who contribute to day-to-day life at the airport, and is the embodiment of our determination to keep improving the welcome that we extend to passengers from all over the world," says Franck Mereyde, Paris-Orly's managing director.



A record-breaking fresco

- 17m high and 202m wide—the equivalent of just over 16 tennis courts
- 750 windows
- 10 days to put it up
- 10 rope technicians
- 500m of rope



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A participatory project

Over a 10-day period in May, around 7,000 people took part in this friendly and unifying campaign and all those faces will find themselves on the façade of the South terminal.

Passengers, employees, people from the airport's fire service, airline crew members, celebrities such as Muriel Robin, French rapper La Fouine and Jean-Pierre Elkabbach have all agreed to play their part in decorating the façade of Orly's South terminal.

Each and every photo embodies some aspect of day-to-day life at Paris-Orly and its history: a group of friends leaving to attend a hen party, a basketball team celebrating a win, a child dressed up as Spiderman being reunited with his parents, Toby the Frequent Flyer dog, etc.

A fully digital initiative

All of the portraits have been posted on Aéroports de Paris' Facebook page using the hashtag #iamtheguest. Participants have been able to share, like and comment on their photos.

While the fresco is being put up and until it is finally revealed on 9 or 10 July, Internet users will be able to gradually discover the Orly South terminal façade's new decoration on the Aéroports de Paris Facebook page www.facebook.com/aeroportsdeparis

A charity partnership

For this campaign, **Aéroports de Paris is joining forces with Footballeurs sans Frontières**, an association set up to help children in need: Alongside **Bruno Putzulu**, its honorary chairman, more than a dozen or so celebrities from the worlds of theatre, cinema, sport—all sponsors of the association—feature on the façade.



Footballeurs sans Frontières

Founded in 1996, our association is made up of volunteers and celebrities from show business and sport.

A non-profit association, we are regularly involved in supporting French and overseas humanitarian aid agencies whose purpose is to help children in need.

Our aim is to:

- Raise people's awareness and mobilise society in order to raise money for charities that help abandoned, disabled and ill children
- Unite and bring together companies, institutions and associations in order to turn this dream into reality
- Provide children experiencing difficulties with moments of joy and happiness.

footballeurs-sans-frontieres.com and facebook.com/#!/fsf.official?fref=ts

www.aeroportsdeparis.fr

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Aéroports de Paris builds, develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2013, Aéroports de Paris handled more than 90 million passengers and 2.2 million tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and 43 million passengers in airports abroad. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading quality of services; the Group also intends to develop its retail and real estate businesses. In 2013, Group revenue stood at €2,754 million and net income at €305 million.

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